

February 24, 2018

SouthPark Association of Neighborhoods

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus

SouthPark Association of Neighborhoods

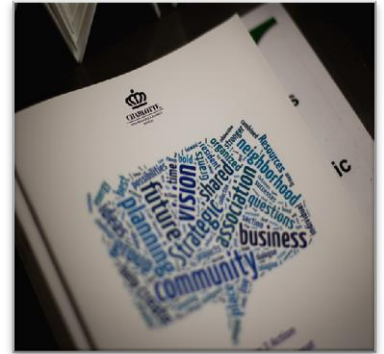
2018 Board Retreat

Background

On Saturday, February 24, 2018, the board members of the SouthPark Association Neighborhoods participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at the Goodwill Opportunity Campus. The following board members and/or community members participated in the retreat:

Rob Aulebach
Don Campbell
Jim Talley
Elizabeth McGregor
Sarah Plott

David Herran
Hilary Larsen
Compie Newman
Bernie Gesing



The City of Charlotte values citizen leadership and its ability to make an impact in the communities, in which we all live, work, play and shop. With this in mind, the board retreat process was initiated to help neighborhood based organizations develop strategic plans to improve quality of life in their communities.

Purpose

The purpose of the board retreat was to

- Generate meaningful conversations around improving quality of life in our community
- Set clear goals and priorities for the upcoming year(s)
- Develop a vision and strategic priorities for our community

Process

Our board retreat was conducted by trained facilitators tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help capture the best of the past, the best of the present, and how we can add to our strengths to build a better future. The focus was:

- Developing a vision to guide our decision making and activities
- Developing strategic priorities that aligned with our vision
- Developing project ideas

The agenda for the day was as follows:

- Introductions
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Working Lunch – The Year Ahead
- Idea Development – Time for participants for develop an action plan for goal achievement

Where Are We Going, Where Have We Been?

We began our day with paired interviews using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

After interviewing our partners we shared our discussion with the group, finding commonalities in our conversations.

Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why would or wouldn't a person/business want to move into our community?	Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?
<ul style="list-style-type: none">• Became organized• Gained credibility/influence• Grew relationships with:<ul style="list-style-type: none">○ Different neighborhoods, developers, city staff, elected officials• Built momentum/enthusiasm	<ul style="list-style-type: none">• Lack of external identity• Difficulty in navigating co-dependent relationships outside of neighborhoods• Aged infrastructure• Community is engaged and has a voice• Residents are enlightened	<ul style="list-style-type: none">• Have a long-term vision for South Park (beyond CNIP)• Build brand and identity• Build an engagement plan



Our Vision

Our vision is the unifying statement for our community that will guide our decision making and reminds us of what we are trying to reach. It is based on our shared values and preferences for our community's future. It combines the best of what was, what is, and what could be.

OUR VISION:

Build cohesion through good communication and connection (physical and interpersonal) to grow our protective influence with all stakeholders to create a vibrant SouthPark District.

Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision of our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus using the Affinity Mapping Process, detailed below:

- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
 - Current action items getting you closer to our vision.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the wall.
- Organize the ideas by natural categories, once everyone agrees on the groups, give each one a name.



This activity led us to the following categories and action items being identified as important within our community:

- **Category 1 Formalize SPAN organization structure and greater role (8 votes)**
 - Create an organization playbook for the board (what each position does and identify committees with definition - Formalize/identify community structure – SPAN Role and committee definitions
 - Agree on a long term plan with coalition
 - Private fundraising
 - Determine how to thrive no matter what the coalition does
 - Fold coalition into SPAN and adjust bylaws and mission
 - Push coalition to have a vision
 - Build long term vision
 - Meet with coalition
 - Does SPAN approve rezonings or neighborhoods?
 - Get the business coalition in gear
 - Really test if we should exist as an entity that is SPAN to HOA leaders
 - Elevate the neighborhood engagement voice
 - Attend neighborhood board meetings
- **Category 2 Select Appropriate Physical Projects in SPAN area (6 votes)**
 - Complete/finalize CNIP plan for SPAN and monitor
 - Expand Symphony Park
 - Create a South Park Urban Plan/Vision including working with Placetypes and UDO
 - Award SPAN, architectural ratings
 - Market SPAN “Seal of Approval”
 - Get list of all city projects in SouthPark
 - Infrastructure improve aesthetics, pedestrian walkability, and connectivity
 - Vibrant SouthPark
 - Identify projects we want funded
 - Hold a workshop/topic on good design, urban development, tree save, walkability
 - Develop an architectural standard vision for SouthPark
 - Create development rubric
 - Expand on CNIP to garner more money for projects
 - Drive story/vision for CNIP projects
- **Category 3 Communicate Identity (6 votes)**
 - Contact all neighborhoods about SPAN with a presentation kit to share with the boards, and grow membership through relationships with the neighbors because benefit is influence, ideas will better represent the community
 - Create an area information packet that can be used by businesses to know what’s in the area, what are the values, etc.
 - Develop marketing strategy and execute, including web page, social media, meetings, events, and newsletter
 - Approve a SPAN logo- logo approved – complete logo
 - Building brand and SPAN
 - Identify all stakeholders
 - Host a SouthPark neighborhood gathering party – food truck
 - Website – is it a resource or just sharing of information
 - Facebook – monitor it
 - Build website
 - Outreach to members and businesses
 - We may need to expand to reach SPAN to neighborhood residents

- Quarterly speaking events
- Publish quarterly newsletter
- Press release – press releases to develop relationship with media – press release communication
- Category 4 Grow Membership (4 votes)
 - Grow membership
 - Grow neighborhood involvement
 - Grow email-HOA list
 - Hold a board meeting open to public (i.e. “Annual Meeting”)

Each participant was provided three (3) stickers to be used for voting. Stickers could be placed all on one or two items or shared amongst all of the ideas identified. The three categories receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision. Within these three categories, there were three activities selected as most impactful toward achieving our strategic priorities.

The strategic priorities and activities are summarized on the following page.



2018 Neighborhood Board Retreat Summary

SouthPark Association of Neighborhoods

OUR VISION:

Build cohesion through good communication and connection (physical and interpersonal) to grow our protective influence with all stakeholders to create a vibrant SouthPark District.

TO HELP US REACH OUR VISION; WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:

1

Formalize SPAN organization structure

2

Select Appropriate Physical Projects for SPAN Area

3

Communicate Identity

IN 2018-2019, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Create a SPAN Organization Playbook that outlines the roles within the organization and the committees within it that meet the SPAN mission

Develop a Long Range Strategy for a Vibrant SouthPark District that outlines key projects that realizes the potential for the community

Create a Marketing Playbook that outlines the methods, frequency, and measures of outreach that promote effective communication

Resources to Get Started- You’ve rolled up your sleeves and established your vision. We have compiled resources that may assist your organization in achieving your goals on our Neighborhood Training Programs and Resources [website](#). We have identified resource categories that may be applicable to your projects below; please do not hesitate to explore more categories as you undertake your work! Links and contact information are provided for information only and are subject to change.

Project	Potential Resource Categories of Interest
Create a SPAN Organization Playbook that outlines the roles within the organization and the committees within it that meet the SPAN mission	Partnerships
Develop a Long Range Strategy for a Vibrant SouthPark District that outlines key projects that realizes the potential for the community	Public Safety
Create a Marketing Playbook that outlines the methods, frequency, and measures of outreach that promote effective communication	Communication; Welcoming & Engaging Neighborhoods

Your community is located within Charlotte’s Southeast Service Area. Your staff contacts for following up and community assistance is:

Kim Barnes, Southeast Community Engagement Manager
kbarnes@charlottenc.gov or 704-336-8408

